

Marketing Plan Summary

Design Project 2

Brand Positioning

A hidden gem in Oakville offering authentic Cuban food. For local residents and food lovers who enjoy dining in a no-fuss family restaurant offering unique cuisine. Which also offers specialty customized cakes and desserts. Other services include small-scale catering and take-outs. It offers a cool Cuban vibe unlike other restaurants and has a great personable customer service that makes you feel at home.

Marketing Personas

1. Carlos, 30-yo young professional with Cuban ancestry.

Needs a place where he could get authentic Cuban food, speak in his native language and connect with his heritage within the Cuban community.

2. Sarah, 45-yo mother/wife and part-time childcare worker.

Needs a place close to home where she could conveniently get food when she is too busy to cook, a cosy neighbourhood family-friendly dining venue and a place that offers unique cuisine to satisfy her family's "adventurous" taste buds.

Main Competitor

1. Cuba's Restaurant

- Located about 6.5 km away from Café Havana
- Offers only authentic Cuban dishes
- Features dancing parties with Latin music and special drinks promo over the weekends.
- Occasional small live-concert featuring native Cuban artist.

2. Symposium Café

- Located 1.8 km away from Café Havana.
 - Offers an extensive menu of local fares like pizzas, sandwiches, snacks and alcoholic beverages
 - Upscale casual establishment that caters to everyone
 - Supports local Breakfast Club Canada charity program.
-

SWOT

Strengths

- One of the 2 Cuban restaurants in Oakville.
- Authentic Cuban food.
- Warm and friendly services.

Weaknesses

- Poor food presentation.
- Restaurant décor is dated.
- Website has not been updated for years.

Opportunities

- Home delivery service.
- Café restaurant app for quick online orders.
- Daily special promotions.

Threats

- Competitors' better online presence.
- Increasing price of local ingredients.
- Bad online reviews.

ACTION PLANS

Product

- Serving authentic homey Cuban food.
- Personable and friendly customer service.

Place

- Enhancing the décor with eye-catching Cuban style.
- Clear and prominent posters and signages.

Price

- Cheaper food due to the use of local ingredients
- Offers of daily specials and promos.

Promotions

Online advertising / website:

- Build a proper thematic professional website with updated information such as location, opening hours, professional-looking photos of food and premises, promotions and upcoming restaurant's activities. Emphasis the availability of customized baked goods for special occasions.

Social media:

- Create a better online presence through Facebook, Twitter, Instagram, Snapchat. Use of the hashtag #CafeHavanaOakville to update customers on restaurant's activities, new menu additions and special promos. Regularly posting restaurant's food photos in promoting the flavours and heritage of traditional Cuban cuisine.

Loyalty program:

- Lock-in loyalty card program with stamp collecting purchases in exchange of limited edition Cuban-inspired freebies.

Email Campaign:

- Use personalized email marketing campaign to interact with customers in promoting the restaurant.

Community events:

- Take part in cultural food events and festivals in promoting Cuban food and heritage.

Partner with food delivery services:

- Take advantages of the many delivery companies such as Uber Eats, Foodora, Deliveroo etc.